

CLEAN COPY OF PENDING CLAIMS, AS AMENDED

The following are the complete set of claims pending in the application, as amended:

- 
- 1        1. (Amended) A computer assisted on-line negotiation method comprising  
2        the steps of:  
3                generating by an on-line e-commerce site off-line static customer  
4        profiles based on past history that the site has about various customers,  
5        including multiple value attributes;  
6                assigning by the on-line e-commerce site a static customer profile to a  
7        new customer visiting the on-line e-commerce site, the initial assignment to a  
8        profile being based on whatever information is available about the customer at  
9        the time of assignment;  
10              capturing by the customer the on-line e-commerce site's actions;  
11              formulating by the customer a profile of the on-line e-commerce site  
12        and updating the profile based on said captured actions;  
13              negotiating by the on-line e-commerce site with the customer based on  
14        a dynamically changing profile of the customer;  
15              negotiating by the customer with the on-line e-commerce site based on  
16        a dynamically changing profile of the site;  
17              changing by the on-line e-commerce site the customer's dynamically  
18        changing profile during negotiations based on an observed behavior of the  
19        customer; and  
20              changing by the customer the on-line e-commerce site's dynamically  
21        changing profile during negotiations based on an observed behavior of the on-  
22        line e-commerce site,

B1  
Contd

23 wherein said customer profiles are comprised of information usable to  
24 the advantage of the e-commerce site in said on-line negotiation with  
25 customers and said e-commerce site profiles are comprised of information  
26 usable to the advantage of the customer in said on-line negotiation.

---

1 2. The computer assisted on-line negotiation method recited in claim 1, further  
2 comprising the step of updating past history information based on the  
3 negotiations with the customer.

1 3. The computer assisted on-line negotiation method recited in claim 2,  
2 wherein the attributes included in the past history information include non-  
3 quantitative information.

1 4. The computer assisted on-line negotiation method recited in claim 3,  
2 wherein the non-quantitative information includes season and time of day.

---

b2

1 5. (Amended) The computer assisted on-line negotiation method recited in  
2 claim 1, further comprising the steps of:  
3 capturing by the on-line e-commerce site direct interactions by the  
4 customer with the on-line e-commerce site, said direct interactions including  
5 the customer's "click-through stream"; and  
6 analyzing said direct interactions with the on-line e-commerce site to  
7 update the customer's dynamic profile.

---

1 6. The computer assisted on-line negotiation method recited in claim 5,  
2 wherein the other direct interaction includes the customer's voice and physical  
3 actions.

B3

1 8. (Amended) The computer assisted on-line negotiation method recited in  
2 claim 1, further comprising the steps of:  
3 storing by the customer a formulated profile of the on-line e-commerce  
4 site in a database of on-line e-commerce site profiles; and  
5 accessing the on-line e-commerce site from the database by the  
6 customer to begin negotiations with the on-line e-commerce site.

1 9. The computer assisted on-line negotiation method recited in claim 8, further  
2 comprising the step of dynamically modifying by the customer the on-line  
3 e-commerce site's profile during negotiations with the on-line e-commerce  
4 site based on actions by the on-line e-commerce site.

B4

1 10. (Amended) The computer assisted on-line negotiation method recited in  
2 claim 9, wherein actions by the on-line e-commerce site on which the site's  
3 profile is dynamically modified include offering of terms, said terms including  
4 prices of items for sale, packaged deals and bonuses.